

The NE IA Food & Farm Coalition met on October 4, 2007 at noon at the Winneshiek County Extension office with 10 members present.

Teresa Wiemerslage opened the meeting with welcomes and announcements. Congratulations to members Bonnie and Gary of Iowa Healthy Edge Meats, LLC of West Union. They were awarded a grant of \$47,220 under the Value-Added Producer Grant Program to market goat meat to retail stores, restaurants, and farmers markets in the Midwest.

Eric Nordschow reported on the Regional Food System Working Group meeting on Sept 24. Bonnie Lapke and Gary Steinlage also attended and presented. The report from that meeting is posted on the website.

#### **Assessment Committee Update:**

- **Household Consumer Survey & Institutional Surveys are COMPLETED** - County Summary Reports, with accompany Tables and Figures posted at [www.niffcoalition.org](http://www.niffcoalition.org)
- **Asset Mapping Update –**
  - Draft report completed. Sub-committee (Eric, Mary, Craig and Mark) needs to review GIS maps prepared by Tim Johnson, Iowa Farm Bureau in preparing GIS maps. Our goal is to show stakeholders a snapshot in time of the local food system.
- **Economic Analysis –** In progress & anticipate completion in November 2007 - Craig Chase will work with Dave and we have secured funds to hire Angie Tagtow (private consultant and former dietician for the Iowa Dept. of Public Health) to work with Dave and Craig to analyze data and connect to the new food pyramid. No progress report given.
- **Base-Line Survey – Completed** - This information was completed in August and will be shared in October. Teresa is working on the webcast for November.
- **Barriers/Challenges/Policy Committee –** The Leopold Center may form a group to begin looking at barriers/challenges related to policies that impact growing and distributing food for Iowa growers. Our Coalition also has a sub-committee to look at these issues: Don Elsbernd, Rich Lukes and Eric Nordschow. We suggest they work with Leopold Center's group and our Regional Food & Fitness Leadership Team to identify barriers (local, state, and national) related to growing and distributing food. Any other volunteers? No.
  - The group talked about doing an online survey to collect some information.
  - By Oct 12--Eric and Mark will develop the questions.
  - By Oct 15--Teresa will develop the online survey and send out requests to complete to the NIFF list and FFI lists. Individual processors may need to be contacted directly to complete the survey.
  - Collect data for 2 weeks and have information ready to share for Nov 1 NIFF meeting.
- **Producer/Processor Focus Group –** Committee of Randy Uhl, Liz Rog, Al Peake and Gary Steinlage. Develop questions and meet with producers in September with report by October. Progress?
  - The committee has not met yet. Those present set a date of November 6 at the Dairy Center for the focus group meeting. The Winneshiek Cattlemen will prepare a meal and serve at 6:30 pm with the focus group to start at 7:00 pm.
  - Eric will contact the Cattlemen
  - Mary will check on the availability of the Dairy Center
  - Teresa will contact Ann Mansfield to facilitate

- Teresa will contact Arion at ISU for a list of processors
- Mark will contact the district vet in charge of inspections. He also shared that Mike Mamminga is retired and a interim is in his place.
- Dennis Karlsbrotten, a producer from Mabel is willing to help call people, 563-450-0718.
- Processors and producers need to be contacted including Kristine Jepsen, Lynch Livestock, Wapsie, and others.
- Teresa will contact Randy to see if he will be willing to oversee this event.

### **3. Future Learning Opportunities/Resources for Coalition & Others:**

Nov 14, 9 am, The Oaks, Local Food Breakfast for producers and food buyers. Hosted by the Iowa Farmers Union, BFBL and NIFF. More information will come to the listserve and be posted online, in the news and by direct mail. NIFF members are welcome to participate and invite producers/buyers to attend.

December TBD, Regional Food System Working Group report, Ames

### **4. W.K. Kellogg Foundation Food & Fitness Initiative Dates**

Oct 11: Clayton County Food & Fitness Planning Team, 6-8 pm, Central State Bank Community Room.

Oct 17: Allamakee County Food & Fitness Planning Team, 4-6 pm, Allamakee Extension office.

Oct 17: Winneshiek County Food & Fitness Planning Team, 4:30-6:30 pm, Winn. Medical Center

Oct 17: Howard Food & Fitness Planning Team, 6:30-8:30 pm, Elma Elementary School, enter through north door. RSVP to [cfbceed@iastate.edu](mailto:cfbceed@iastate.edu) or 547-3001.

Oct 18: Fayette Food & Fitness Planning Team, 4:00-6:00 pm, Fayette Extension office.

Oct 31: Regional Team meeting, noon-2 pm, TBD

### **5. Other Issues**

- The group talked use of the portal. Is there still a use for it? Teresa's answer: Even though we haven't used the portal for several months, I can still see a use for it as we start to collect more and more information that doesn't need to be on the web. Most of the NIFF members have accounts. There may be a need for Regional Team members or TAP team members to also get accounts to have access to the information. Please forward any suggestions or ideas to Teresa.
- Lyle mentioned the piece the TAP Team shared with us at our last meeting (Levels of Analysis and Change—posted in the Aug 29 minutes). He recommended that we re-visit this piece periodically as we develop our messages. We can learn a lot from looking at that model.
- The group discussed a marketing slogan for the NIFF and FFI. Is it time to create something that people will remember?
- Teresa offered some clarification on NE IA Food & Farm Coalition (NIFF) and the Food & Fitness Initiative (FFI). Both could have the same acronym and it is causing some confusion. Her recommendation was to use "NIFF" and "FFI" in communication and to reserve NIFF for the Coalition work since they were NIFF first.

Next Meetings:            Thursday, November 1<sup>st</sup>, 2007, Noon – 1:30 pm  
                                   Thursday, December 6, 2007, Noon-1:30 pm

Submitted by: Teresa Wiemerslage.



## “Creating the NE Iowa Story for Building a Local Food System”

- Why it is needed (legacy for future generations, stop run-away food system; economically sound for producer and communities, nutritionally sound, environmentally sound, sustainable, .....etc.)
- What we know about our local food system
  - Consumer Survey data
  - Institutional Survey
  - Asset Mapping Survey
  - Base-line Survey data
  - Economic Impact Survey
  - Producers/Processor Focus data
- What is needed to rebuild a local, regional, national food system
  - Producers (new and transitioning) – address options for how they can become involved and invest in local food production and marketing of food produced
    - Mentoring Groups
    - Potential Educational opportunities for Producers (web casts, workshop speakers, etc.)
      - Panel of Producers successfully marketing local foods
      - Speaker: Crane Apple Orchard
      - Adopt-A-Farmer/Adopt-A-Consumer Program
      - School-To Farm Program
      - How To Preserve Land & Environment for local market (discuss our topography – DNR)
  - Tell the “Local Food System Story” to Stakeholders (Producers, Processors, Distributors, Lenders, Policy Makers, Consumers, etc.) through Workshops, Town Hall Meetings, Presentations, Webcast, etc.
    - Discuss Policy to support local food systems
    - Discuss Investment Opportunities for Local Food System
      - Production
      - Processing
      - Marketing
      - Distribution
  - Educate Consumers
    - How to prepare whole foods
    - Value and Difference in products (grass-fed, organic, etc.)
  - Institutional food buyers (including school food service directors) workshops/meetings:
    - Cost of local food and added value
    - What’s available
    - How to prepare local foods